



NEWS RELEASE

GOVERNOR'S COMMUNICATIONS OFFICE

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BREDESEN LAUNCHES LONG-TERM CARE AWARENESS CAMPAIGN

"OWN YOUR FUTURE" ENCOURAGES TENNESSEANS TO START PLANNING FOR LONG-TERM CARE NEEDS

Nashville - Governor Phil Bredesen was joined today by officials from the U.S. Centers for Medicare and Medicaid Services, the Administration on Aging and the Tennessee Commission on Aging and Disability to announce the statewide launch of "Own Your Future," an awareness campaign to encourage Tennesseans to start planning now for their future long-term care needs.

"None of us likes to think about getting older and the possibility that we might one day be unable to do simple things - but the reality is that many of us will need a little help with the daily activities of living as we age," said Bredesen. "This campaign is designed to educate Tennesseans about preparing now for the future. By planning ahead, you know that you are the one in charge."

The "Own Your Future" awareness campaign is a program coordinated nationally by the U.S. Department of Health and Human Services, working in partnership with states to encourage individuals between the ages of 45 and 65 to start thinking about long-term care planning. A letter discussing the importance of long-term care planning, signed by the Governor, will be sent to households in the targeted range. Recipients of the letter then have the opportunity to learn more by ordering a free "Long-Term Care Planning Kit," which includes planning resources and information about long-term care services in Tennessee.

"Based upon working experiences with older persons and their caregivers, it is obvious that long-term care is not often thought about by young adults and individuals during the mid-life years," said Nancy Peace, executive director for the Tennessee Commission on Aging and Disability. "This campaign will give Tennesseans an increased awareness of the importance of planning for future long-term care needs. Tennessee is honored to be selected as one of the states to participate in this initiative and the Tennessee Commission on Aging and Disability is looking forward to providing assistance in the implementation of the program."

The Tennessee Commission on Aging and Disability is the designated state agency on aging and works in cooperation with local, state, and federal governments to coordinate programs for the aging and persons with disabilities, and makes recommendations for improvements.

"Own Your Future" is coordinated nationally by three components of the U.S. Department of Health and Human Services: the Centers for Medicare & Medicaid Services, the Assistant Secretary for Planning and Evaluation, and the Administration on Aging.

For more information about Tennessee's "Own Your Future" awareness campaign or to order a Long-Term Care Planning Kit, visit www.tn.gov and click on the "Own Your Future - Long-Term Care Awareness" link or call (866) 752-6582.

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